

## **PROFILE**

**Name** : Dr. E.Indira

**Qualification** : M.A. Mass Communication and Journalism, M.Phil,  
Ph. D., NET

**Department** : Visual Communication

**Designation** : Assistant Professor

**Permanent Address** : 7, 7 A, Annai Indira Nagar II Street, Madukkarai  
Road, SIDCO(PO), Coimbatore- 641 021

**Email id** : indirasudhann@gmail.com

**Contact No** : 90039 19202

**Area of specialization** : Advertising, Photography, Journalism

**Countries visited** : Nil

**Teaching experience** : 18 years at UG level and 4 years at PG level

**Date of Joining our Institution** : 17-11-2004

**Research experience** : Completed Ph. D.

**Work under your supervision**: -Nil-

### Projects: Consultancy

S.No	Staff	Title of the Project	Funding Agency	Amount sanctioned	Period	Utilisation Certificate submitted	Project Report submitted	Budget exceeded /refunded (Amount in IR)
1.	Mrs. E. Indira (Co Principal Investigator)	e PG Pathshala in Food and Nutrition	UGC	1.05 crores	February 2014 to March 2018	Yes	Completed and submitted	NA

### Publications

#### a) International Journal Publications

S.No	Authors	Title of Article	Name of the Journal Vol. Year, page No	ISSN No. & Impact Factor
1.	Dr. E.Indira, Assistant Professor (SS)	Designing for Social Media Advertising – A New Beginning	Asian Journal of Multidimensional Research, Vol 7, Issue 2, February 2018 Spl 3, Pgs. 112-115	ISSN No. 2278-4853
2.		Mobilising Healthcare through Mobile Phones : A systematic review of m Health projects in India	Indian Journal of Applied Research, Vol. 7, Issue 8, 2017, pgs.	ISSN No. 2249- 555X
3.		Mobile Text Messages - A Silent Revolution For A Sound Antenatal Care	Indian Journal of Public Health Research & Development, Volume 8, Issue 4, 2017, Pgs. 563-569	ISSN No. 0976-0265
4.		A study of the Mobile Phone Usage and Preferences on m Health among the Expectant Mothers	Global Journal for Research Analysis, Vol. 5, Issue 6, June 2016, Pages 36-37	ISSN 2277-8160

**c) Abstract in Proceedings**

S.No.	Authors	Name of the Conference	Sponsor	Organizer	Details
1.	Dr. E.Indira, Dr. P.E. Thomas	International Conference on Rural Development		XIDAS, Jabalpur, Madhya Pradesh	Healthcare in the Handsets: Mapping m Health in Rural India (An overview of Health Projects in Rural India)
2.	Mrs. E.Indira	National Seminar on Media, Culture and Community		Department of Electronic Media and Mass Communication, Pondicherry University	Mobile Phone and Healthcare Management: A Magic Wand for the Indian Population
3.	Mrs. E.Indira	National Conference on Social Transformation and the Impact on Women Empowerment- Role of the media		Dr. GRDCS, School of Communication and UGC Women Studies, Coimbatore	Empower with m-Power: Encapsulating the status of the Indian women with the advent of the mobile phones
4.	Mrs. E.Indira	National Conference on Community Radio, Prospects and Challenges		Department of Communication, Manonmaniam Sundaranar University, Tirunelveli	Community Radio – Reality or Myth. A case study of Community Radio Stations in Coimbatore.

**d) Full Papers in Proceedings:**

S.No	Authors	Name of conference	Sponsor	Organizer	Details
1.	Dr. Christina Rebecca Mrs. E.Indira	International Conference on Virtual Education: Issues, Challenges and Prospects	UGC Consortium for Educational Communication, New Delhi	UGC Consortium for Educational Communication, New Delhi	24-2-12 & 25-2-12

2.	Dr. E.Indira, Dr. P.E. Thomas Dr. M. SriHari	International Conference on Advances in Nutrition and Health Communication  3 <sup>rd</sup> & 4 <sup>th</sup> August 2017	ICMR & NSI	Department of Food Science and Nutrition and Department of Visual Communication, Avinashilingam Institute for Home Science and Higher Education for women, Coimbatore	An analysis of the social factors contributing to the usage of mobile phones for health purposes among the pregnant women in Coimbatore.
3.	Dr. E.Indira, Dr. P.E. Thomas Dr. M. SriHari	Fourth International Communication Management conference  10 <sup>th</sup> to 12 <sup>th</sup> January, 2017		Mudra Institute of Communication and Advertising, Ahmedabad	Text Messages for Maternal healthcare – An assessment of the Attitude of Indian Women

### Faculty Development Programmes

S. No	Name Of the faculty	Faculty Development Programme	Date & Year	Institution/Organization
1.	Dr. E.Indira	Refresher Course in Journalism and Mass Communication	July 1 – July 21, 2018	Centre for Professional Development for Higher Education, University of Delhi, New Delhi
2.		Orientation Course	01-02-2013 28-02-2013	Academic Staff College, Bharathiar University, Coimbatore.
3.		Refresher Course in Journalism and Mass Communication		Academic Staff College, Bharathiar University, Coimbatore.
4.				Avinashilingam Deemed University for Women Training and Orientation Centre- National Service Scheme

### Seminars/Conferences Attended

S.No.	Seminar/Conference/ Workshops	Dates	Venue/Organising Institution
1.	26 <sup>th</sup> Annual Conference of Asian Media Information and Communication Center	10 <sup>th</sup> to 12 <sup>th</sup> June, 2018	Department of Mass Communication, Manipal Academy of Higher Education, Manipal
2.	National Conference on Designing Threshold to Entrepreneurship	27 <sup>th</sup> February, 2018	Department of Resource Management, Avinashilingam Institute for Home Science and Higher Education for women, Coimbatore

3.	International Conference on Advances in Nutrition and Health Communication	3 <sup>rd</sup> & 4 <sup>th</sup> August 2017	Department of Food Science and Nutrition and Department of Visual Communication, Avinashilingam Institute for Home Science and Higher Education for women, Coimbatore
4.	International Conference on Healthcare in a Globalising world	4 <sup>th</sup> to 6 <sup>th</sup> May, 2017	Faculty of Health Sciences, Symbiosis International University, Pune
5.	Fourth International Communication Management conference	10 <sup>th</sup> to 12 <sup>th</sup> January, 2017	Mudra Institute of Communication and Advertising, Ahmedabad
6.	National Seminar on Media, Culture and Community	29 & 30, March 2016	Department of Electronic Media and Mass Communication, School of Media and Communication, Pondichery University, Puduchery
7.	International Conference on Rural Development	4&5 February, 2016	XIDAS, Jabalpur, Madhya Pradesh
8.	One-day workshop on SPSS and its Application	22 January, 2016	Dr. GRD Institute of Management, Dr. GRD College of Science, Coimbatore
9.	8 day workshop on Developing courseware in Home Science for e PG Pathshala under NMEICT	6 to 13 April, 2015	Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.
10.	9 day workshop on Developing courseware in Food Science and Nutrition for e PG Pathshala under NMEICT	2 to 10 February, 2015	Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.
11.	Two day National Conference on Social Transformation and the Impact of Women Empowerment- Role of Media	7 & 8, January 2015	UGC Women Studies Center at DR. GRD College of Science
12.	National Higher Education Conclave	29-11-13 & 30-11-13	Organised by Confederation of Indian Industry, Coimbatore Zone at Le Meridien, Coimbatore.
13.	Two day Faculty Development Programme on Event Management, Public Speaking and Team Building	19-11-13 & 20-11-13	Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.
14.	UGC sponsored 3-days workshop on Generation and Validation of MCQs	1-3 July, 2013	Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.

15.	One day workshop on Innovation in Teaching Methods	28.09.2012	Internal Quality Assurance Cell, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.
16.	Two days workshop on Video Production	25-7-2012 & 26-7-2012	Faculty of Education Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.
17.	National Workshop on e- content Development for Higher Education	29-03-2012 to 31-3-2012(3 days)	Christ University, Bangalore
18.	Presented a paper in National Conference on Community Radio, Prospects and Challenges	16-03-2012 & 17-03-2012	Manonmaniam Sundaranar University, Tirunelveli
19.	Attended and Presented a paper in the International Convention on Virtual Education : Issues, Challenges and Prospects	24-02-2012 & 25-02-2012	Consortium of Educational Communication, New Delhi
20.	One day Seminar Media Matters: Emerging Media Trends	10-01-2012	Avinashilingam Institute for Home Science and Higher education for Women, Coimbatore
21.	One day seminar on Conflict Reporting and Peace Journalism	16-9-2011	Amrita School of Communication, Amrita Viswa VidyaPeetham, Coimbatore
22.	Workshop on Effective Use of Brihaspati 3 under ERP Mission	23-3-11 & 24-3-2011	Indian Institute of Technology, Kanpur
23.	One day conference ICTACT Bridge 2011	16-02-11	Organised by ICTACT and NASSCOM at Hotel Le Royale Meridian, Chennai
24.	Workshop Path Finder- Explore, Experiment, Elucidate Research: A colloquim-2010	22-12-2010 & 23-12-2010	Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore
25.	Workshop on Sensitization of UGC Norms for Promotion and Recruitment of University Teachers	30-11-2010	Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore
26.	Community Radio Workshop	4-9-2010	Department of Visual Communication, Rathinam college of Arts and Science, Coimbatore
27.	National Seminar on Quality Enhancement in Higher Education	18-03-2010	Avinashilingam University for women, Coimbatore